We claim:

1. A computerized method for marketing components or services comprising the steps of:

   (a)   receiving a request for a requested component or service from a customer with criteria information for the component or service;

   (b)   determining whether the requested component or service is available to be provided to the customer;

   (c)   if the requested component or service is available to be provided to the customer, offering the requested component or service to the customer;

   (d)   if the requested component or service is not available to be provided to the customer, conducting a reverse auction for the requested component or service among a plurality of suppliers;

   (e)   receiving bids from two or more suppliers that offer to sell an offered component or service in response to the request for the requested component or service;

   (f)   comparing criteria information for each offered component or service with criteria information for the requested component or service to determine if the offered component or service approximately meets criteria information for the requested component or service;

   (g)   if one or more offered component or service approximately meets criteria information for the requested component or service, selecting which offered component or service to offer to the customer; and

   (h)   offering the selected offered fit component or service to the customer.

2. The method of claim 1, wherein one or more of steps (a), (c), (d), (e), and (h) is executed on a web-based system.

3. The method of claim 1, wherein step (e) further comprises receiving a proxy bid for a proposed sale of a requested component or service with an opening price and a minimum price to allow automatic successive rebidding by an established incremental amount until reaching said minimum price or the supplier wins the reverse auction.

4. A computerized method for marketing components or services comprising the steps of:

   (a)   receiving a request for a requested component or service from a customer;

(b)   determining whether the requested component or service is available to be provided to the customer;

(c)   if the requested component or service is available to be provided to the customer, offering the requested component or service to the customer;

(d)   if the requested component or service is not available to be provided to the customer, conducting a reverse auction for the requested component or service among a plurality of suppliers;

(e)   notifying a plurality of suppliers of a desire to purchase a requested component or service and a target bid for the requested component or service;

(f)   receiving and reviewing a first supplier bid to sell an offered component or service in response to the request for the requested component or service;

(g)   if the first supplier bid is lower than the target bid, establishing the first supplier bid as the lowest bid;

(h)   receiving and reviewing an additional supplier bid to sell another offered component or service;

      (h1)   if the additional supplier bid is lower than the lowest bid, updating the lowest bid to equal the additional supplier bid and notifying the supplier that made the previous lowest bid of the new lowest bid;

      (h2)   if the additional supplier bid is higher than the lowest bid but lower than another supplier bid previously received, notifying the supplier that made the supplier bid that is immediately higher than the additional supplier bid of the additional supplier bid; and

(i)   repeating step (h) and substeps (h1) and (h2) until there are no additional supplier bids to review.

5.   The method of claim 4, further comprising the steps of:

(j)   comparing information about the winning supplier's offered component to information about the requested component to determine whether the winning supplier's offered component is acceptable; and

(k)   if the winning supplier's offered component is acceptable, purchasing the winning supplier's offered component.

6. The method of claim 4, wherein one or more of the steps is executed on a web-based system.

7. The method of claim 4, wherein the additional supplier bid of steps (h), (h1), (h2), and (I) comprises a proxy bid for a proposed sale of a requested component or service with an opening price and a minimum price to allow automatic successive rebidding by an established incremental amount until reaching the minimum price or the additional supplier wins the reverse auction.

8. A computerized method for marketing life-limited components comprising the steps of:
   (a) receiving a request for a requested life-limited component from a customer with criteria information for the component, including a minimum number of life units remaining on the component;
   (b) searching component inventory information to determine whether the requested component is available from an inventory;
   (c) if the requested component is available from an inventory, offering the requested component to the customer; and
   (d) if the requested component is not available from an inventory, conducting a reverse auction for the requested component among a plurality of suppliers.

9. The method of claim 8, wherein the criteria information for the component also include a maximum number of life units remaining on the component.

10. The method of claim 8, wherein the life units are selected from the group consisting of cycles and hours.

11. The method of claim 8, wherein one or more of the steps is executed on a web-based system.

12. The method of claim 8, wherein step (d) further comprises:
   (d1) notifying the plurality of suppliers of a request for the requested component with the criteria information;
   (d2) receiving a bid for a proposed sale of a bid component from a supplier; and

(d3)   determining whether to offer a bid component for sale to the customer.

13. The method of claim 12, wherein one or more of the steps is executed on a web-based system.

14. The method of claim 12, wherein the bid comprises a full price for the bid component and the number of life units remaining on the bid component and step (d2) further comprises dividing the full price for the bid component by the number of life units remaining on the bid component to determine a price per remaining life cycle for the bid component.

15. The method of claim 12, wherein step (d3) further comprises comparing criteria information for a bid component to criteria information for the requested component to determine if the bid component approximately meets the criteria information for the requested component.

16. The method of claim 12 further comprising:

(d4)   providing the customer access to documents substantiating the criteria information of the bid component.

17. The method of claim 16, wherein access is provided by an Internet connection to electronic copies of said documents.

18. The method of claim 8, wherein step (d) further comprises:

(d1)   notifying the plurality of suppliers a request for the requested component and a target bid for the requested component;

(d2)   receiving and reviewing a first bid for a proposed sale of a bid component from a supplier;

(d3)   if said the bid is lower than the target bid, establishing the first bid as the lowest bid;

(d4)   receiving and reviewing an additional bid for a proposed sale of another bid component from another supplier;

(d5)   if the additional bid is lower than the lowest bid, updating the lowest bid to equal the additional bid and notifying the supplier that made the previous lowest bid of the new lowest bid;

(d6)   if the additional bid is higher than the lowest bid but lower than another bid previously received, notifying the supplier that made the bid that is immediately higher than the additional bid of the additional bid; and

(d7)   repeating the steps (d4) – (d6) until there are no additional bids to review.

19. The method of claim 18, wherein the first bid comprises a full price for the bid component and the number of life units remaining on the bid component and step (d2) further comprises dividing the full price for the bid component by the number of life units remaining on the bid component to determine a price per remaining life cycle for the bid component.

20. The method of claim 18, wherein the additional bid comprises a full price for the bid component and the number of life units remaining on the bid component and step (d4) further comprises dividing the full price for the bid component by the number of life units remaining on the bid component to determine a price per remaining life cycle for the bid component.

21. The method of claim 18, wherein the additional supplier bid of step (d5), (d6), and (d7) comprises a proxy bid for a proposed sale of a bid component with an opening price and a minimum price to allow automatic successive rebidding by an established incremental amount until reaching the minimum price or the additional supplier wins the reverse auction.

22. A computerized method for marketing used, life-limited aircraft engine components for execution on a web-based system with Internet connections to customers and suppliers, comprising the steps of:

(a)   receiving from a customer a request for a requested used, life-limited aircraft engine component having identified requirements of overhaul condition, trace information, and minimum number of life units remaining on the component;

(b)   conducting a reverse auction for the requested component among a plurality of suppliers by:

        (b1)   notifying the plurality of suppliers of a request for the requested component with the identified requirements;

        (b2)   receiving a plurality of bids for a proposed sale of a bid component from suppliers with criteria information of overhaul condition, trace information, number of life units remaining on the component; and

        (b3)   determining whether to offer a bid component for sale to the customer; and

(c)   notifying the customer of availability of a bid component.

23. The method of claim 22, wherein the criteria information also include a maximum number of life units remaining on the component.

24. The method of claim 22, wherein the life units are selected from the group consisting of cycles and hours.

25. The method of claim 22, wherein one or more of the bids comprises a full price for the bid component and the number of life units remaining on the bid component and step (b3) further comprises dividing the full price for the bid component by the number of life units remaining on the bid component to determine a price per remaining life cycle for the bid component.

26. The method of claim 22, wherein step (b3) further comprises comparing a bid component and its overhaul condition, trace information, and minimum number of life units remaining to the requested component with identified requirements of overhaul condition, trace information, and minimum number of life units remaining to determine if the bid component approximately meets the identified requirements.

27. The method of claim 26, further comprising selecting a bid component with an overhaul condition, trace information, and minimum number of life units remaining that represents a best-fit to the requested component.

28. A sequence of computer data signals in executing a computerized method for marketing life-limited components comprising:

    (a)   a first data signal embodied in a transmission medium from a customer to a primary supplier identifying a requested component with identified criteria, including a minimum number of life units remaining on the component;

    (b)   a second data signal embodied in a transmission medium from a primary supplier to a plurality of secondary suppliers identifying the requested component with the identified criteria in the first data signal; and

    (c)   a third data signal embodied in a transmission medium from one of the plurality of secondary suppliers to the primary supplier identifying a bid for a proposed sale of a bid component with component criteria, wherein the third data signal is responsive to the requested component in second data signal.

29. The sequence of computer data signals of claim 28 wherein the requested component is an aircraft engine component.

30. The sequence of computer data signals of claim 28 wherein the third data signal identifies a bid comprising a full price for the bid component and the number of life units remaining on the bid component.

31. The sequence of computer data signals of claim 28, further comprising a fourth data signal that identifies the quotient of the full price for the bid component divided by the number of life units remaining on the bid component.

32. The sequence of computer data signals of claim 28 wherein the third data signal identifies a proxy bid for a proposed sale of a bid component with an opening price and a minimum price.

33. The sequence of computer data signals of claim 28 comprising a fourth data signal embodied in a transmission medium from the primary supplier to said one of the plurality

of secondary suppliers with status information on the bid for a proposed sale of a bid component.

34. The sequence of computer data signals of claim 28 comprising a fourth data signal embodied in a transmission medium from the primary supplier to the customer identifying a bid component with component criteria.

35. The sequence of computer data signals of claim 28 comprising a fifth data signal embodied in a transmission medium from the primary supplier to the one of the plurality of secondary suppliers with acceptance information on the bid for a bid component.